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november 1987

CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

SPECIAL REPORTS:

GECC/Gelco Agreement
Ford Buying USLI
Hertz and Avis Sold

Expense Control
Acquisition Survey
Convention Reviews
Innovative Truck Program

automotive FLEET®

CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

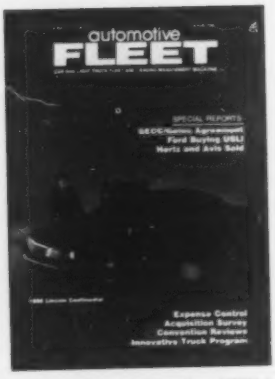
BOBIT PUBLISHING

NOVEMBER 1987
VOL. 26, NO. 13

Influencing the management of 4,720,000 cars and 2,000,000 light trucks and vans in business, leasing, rental, utility, government, police and taxi fleets.

p. 22

p. 38



On the cover: Presenting the 1988 Lincoln Continental are (left to right) Thomas Wagner, vice president & general manager, Lincoln-Mercury Division; Don Langefeld, leasing & fleet sales manager, and John Rowley, major leasing & fleets account manager.

Features

22 **GE Credit Discusses Gelco Purchase Agreement**
Say hello to the nation's largest vehicle lessor.

30 **Ford Agrees to Purchase USFL**
U.S. Leasing International, USFL's parent company, agrees to sell to Ford.

34 **Hertz and Avis Acquire New Ownership**
Senior management and Ford buy Hertz; employees buy Avis.

38 **Controlling Fleet Expenses**
A step-by-step process for computerizing cost control.

43 **Lessors Oppose Anti-Leasing Decisions in Florida**
"Vicarious responsibility" brings turmoil to courts.

49 **Examining Laws That Impact Leasing**
NAFA's general counsel explains fleet legislation.

52 **Fall Convention Review**
AALA and AFLA presentations focus on industry issues.

56 **NAFA's 1988 New Car Acquisition Survey**
Mid-size cars and pickups reign as top fleet vehicles.

Truck Section

63 **Factory vs. Field Installation**
A guest editorial examines installation options.

64 **Individual Leases Through a Fleet Package**
Zee Medical and LMV Leasing team up in a unique program.

68 **Specialized Accessories**
Innovation prompts Masterack's marketing successes.

70 **Target: Service Industry**
Crown Division's new plant supports growth plans.

Departments

Letters	11	Used-Car Prices	84
Hotline	13	New Products	86
Industry News	14	Classified	87
Light Truck and Van News	71	Gas Prices	88
Personnel Personals	73	Calendar	89
Leasing	75	Ad Index	89
Rental	77	Editorial	90

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ACQUISITION

Fleet professionals responding to NAFA's most recent study indicate that mid-size passenger cars and light trucks are, and will continue to be, the most popular vehicles in fleets in the United States.

NAFA's 1988 New Car Acquisition Survey

Sharing the spotlight as the favored fleet vehicles in the U.S. for 1987 are mid-size cars and light trucks, according to NAFA's 1988 New Car Acquisition Survey. That trend will continue in 1988. Fleet professionals responding to the survey indicated that 37 percent of the vehicles in their fleets were mid-size cars, and 32 percent were light trucks. In 1988, 44 percent of 1988-model year purchases will be mid-size cars, and 19 percent will be light trucks. NAFA's latest survey, for the first time, makes specific reference to light trucks and vans, clearly an indicator of their importance in fleet composition.

Also, of the 106,894 anticipated 1988-model year vehicle acquisitions, 16 percent will be compact cars, 11 percent will be large cars, seven percent will be minivans, and three percent will be subcompact cars, survey results show.

The 1988 NAFA survey gained 319 responses from U.S. fleets controlling 356,132 vehicles, of which 192,930 are company-owned, and 163,202 are leased.

No substantial changes in fleet operations in 1988 are predicted by nearly 60 percent of U.S. fleets. Where change is expected, 14 percent indicated they will likely reduce the number of fleet vehicles, 14 percent said they are likely to hold vehicles longer and for more mileage than before, 10 percent said they are likely to lease cars previously purchased, and three percent said they are likely to divest most of their fleets and switch to employee ownership.

No changes in vehicle size are anticipated, as 93 percent of U.S. fleets indicated they do not plan to change the size of cars in their fleets in 1988. U.S. fleets today comprise 37 percent mid-size cars, 32 percent light trucks, 13 percent compact cars, nine percent large cars, five percent minivans, and four percent subcompact cars.

Anticipating 1988-model year acquisitions, U.S. fleets said 44 percent will be mid-size cars, 19 percent will be light trucks, 16 percent will be compact cars, 11 percent will be large cars, seven percent will be minivans, and three percent will be subcompacts. U.S. fleets currently include less than one percent (0.7 percent) import cars, and expect only 0.5 percent of 1988-model year acquisitions to be imports built overseas, indicating that imports have difficulty penetrating the fleet market in this country.

A majority (67 percent) of U.S. fleet managers are responsible for the purchase of vehicles assigned to executives. Respondents indicated they expect to purchase 2,889 such vehicles for the 1988-model year. Only 39 percent of U.S. fleet professionals purchase vehicles for an executive car pool. They expect to purchase 694 1988-model year vehicles for such pools. Still fewer (14 percent) U.S. fleet managers purchase personally-owned vehicles for corporate executives. Those who do make such purchases expect to buy 1,408 1988-model year vehicles for executives.

More than half (51 percent) of U.S. fleets offer operators a choice of the make of car. One third offer operators the choice of car model, but only 11 percent offer operators a choice of engine type. Nearly 84 percent of 1987-model year cars in U.S. fleets were purchased under a fleet incentive program.

Vehicles in Fleet Responding

Company-Owned	192,930
Leased	163,202
Total	356,132

	Insurance	Drugs & Cosmetics	Food & Beverage	Consumer Manuf.	Industrial Manuf.	Chemical & Petroleum	Public Utility	Government	Bank/ Financial	Other	TOTAL SAMPLE
Company-Owned	20,147	2,515	6,398	5,434	23,620	17,719	52,323	44,964	1,466	18,344	192,930
Leased	16,461	23,773	7,313	10,789	62,124	15,758	4,497	1,196	952	20,339	163,202

ACQUISITION

Please indicate whether you are responsible for purchasing the following and if so, how many you plan to purchase in the 1988-model year?

	Insurance	Drugs & Cosmetics	Food & Beverage	Consumer Manuf	Industrial Manuf	Chemical & Petroleum	Public Utility	Government	Bank/ Financial	Other	Total	% of Total
Corporate vehicle assigned to executives												
Yes	25	11	17	13	26	11	22	19	9	33	186	67%
No	13	14	5	7	16	5	5	13	0	13	91	33%
#	175	52	235	96	319	219	134	421	566	674	2,889	—
Executive car pools												
Yes	13	7	7	4	6	4	15	13	7	16	92	39%
No	21	16	12	11	30	9	10	16	1	21	147	61%
#	47	17	37	28	21	59	92	87	86	220	694	—
Personally-owned cars for corporate executives												
Yes	5	3	6	2	7	1	0	0	0	7	31	14%
No	29	20	12	14	27	12	19	24	6	29	192	86%
#	0	4	8	2	1,310	0	0	0	0	84	1,408	—

Are your operators allowed a choice of any of the following?

	Insurance	Drugs & Cosmetics	Food & Beverage	Consumer Manuf	Industrial Manuf	Chemical & Petroleum	Public Utility	Government	Bank/ Financial	Other	Total	% of Total
Make of car	21	25	15	13	33	14	5	1	6	30	163	51%
Model of car	12	18	6	12	24	4	3	1	6	19	105	33%
Engine-type	2	4	1	3	6	3	1	2	4	9	35	11%

Please indicate the number of vehicles in your fleet in the following size categories

	Insurance	Drugs & Cosmetics	Food & Beverage	Consumer Manuf	Industrial Manuf	Chemical & Petroleum	Public Utility	Government	Bank/ Financial	Other	Total	% of Total
Subcompact	1,279	1,705	200	31	77	1	6,712	4,004	66	67	14,142	4.0%
Compact	16,867	467	2,172	868	9,617	60	5,250	7,036	1,051	3,497	46,885	13.0%
Mid-size	17,041	21,533	9,507	6,837	39,562	8,128	1,459	14,596	876	9,195	128,734	37.0%
Large	593	1,370	660	390	1,391	4,512	530	16,823	261	5,135	31,665	9.0%
Light trucks	712	916	2,808	6,668	12,931	18,283	38,006	16,912	125	14,754	112,115	32.0%
Minivans	225	1,146	473	918	8,148	750	3,215	996	100	2,348	18,319	5.0%

How many new vehicles in the following categories does your company expect to purchase or lease during the 1988-model year?

	Insurance	Drugs & Cosmetics	Food & Beverage	Consumer Manuf	Industrial Manuf	Chemical & Petroleum	Public Utility	Government	Bank/ Financial	Other	Total	% of Total
Subcompact	1	1,800	45	0	50	0	846	186	26	49	3,003	3.0%
Compact	5,398	273	941	344	4,015	265	1,302	1,973	569	1,823	16,903	16.0%
Mid-size	5,434	9,250	3,426	3,379	15,461	2,582	328	2,158	1,920	3,130	47,068	44.0%
Large	221	839	369	153	456	1,343	93	6,126	657	1,435	11,692	11.0%
Minivans	58	575	275	506	3,455	239	787	203	55	1,240	7,393	7.0%
Light trucks	39	327	331	1,182	3,544	2,997	4,215	2,914	19	5,267	20,835	19.0%
Total	11,151	13,064	5,387	5,564	26,981	7,426	7,517	13,560	3,246	12,944	106,894	—

What percent of the 1987-model year vehicles you purchased were purchased under a fleet incentive program?

	Insurance	Drugs & Cosmetics	Food & Beverage	Consumer Manuf.	Industrial Manuf.	Chemical & Petroleum	Public Utility	Government	Bank/ Financial	Other	Total	% of Total
Mean	85.6	79.0	88.1	90.8	80.8	80.1	80.4	93.1	78.7	80.9	83.8	—
Median	100.0	92.0	95.0	100.0	96.0	92.0	95.0	100.0	96.5	95.0	96.2	—

How many of your cars are imports built outside North America?

	Insurance	Drugs & Cosmetics	Food & Beverage	Consumer Manuf.	Industrial Manuf.	Chemical & Petroleum	Public Utility	Government	Bank/ Financial	Other	Total	% of Total
U.S.	4	37	17	52	2,003	1	138	104	21	145	2,522	0.7%

Please indicate the number of imports purchased from the 1987-model year and the number you expect to purchase in the 1988-model year.

	Insurance	Drugs & Cosmetics	Food & Beverage	Consumer Manuf.	Industrial Manuf.	Chemical & Petroleum	Public Utility	Government	Bank/ Financial	Other	Total	% of Total
1987-Model Year	1	13	8	16	31	10	3	22	112	61	277	0.6%
1988-Model Year	2	8	82	20	245	10	0	25	118	40	550	0.5%

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USED CARS

The following are average car prices ending October 1, 1987. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically in IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.

Model	Zone 1	Zone 2	Zone 3
85 AMC ALLIANCE			
Sdn 4 Dr L Series	3259	3292	3194
84 AMC ALLIANCE			
Sdn 4 Dr L Series	2530	2554	2480
85 AMC ENCORE			
Sdn 5-Dr S Series	3228	3259	3161
84 AMC ENCORE			
Sdn 5-Dr S Series	2533	2558	2481
85 BUICK SKYHAWK			
Cust Coupe	4367	4410	4280
Cust Sdn	4434	4476	4346
85 BUICK CENTURY			
Cust Sdn	5770	5829	5655
84 BUICK CENTURY			
Cust Sdn	4802	4847	4706
85 BUICK SKYLARK			
Cust Sdn	4297	4341	4213
84 BUICK SKYLARK			
Cust Sdn	3433	3467	3366
85 BUICK SOMERSET REGAL			
Coupe	6247	6311	6124
85 BUICK RIVIERA			
Coupe	10,055	10,157	9855
84 BUICK RIVIERA			
Coupe	8396	8478	8229
85 BUICK LE SABRE			
Cust Sdn	7081	7151	6942
Cust Cpe	7081	7151	6942
85 CADILLAC DE VILLE			
Cpe	10,559	10,661	10,348
Sdn	10,559	10,661	10,348
84 CADILLAC DE VILLE			
Cpe	8041	8117	7879
Sdn	7984	8066	7825
85 CADILLAC SEVILLE			
Sdn	14,557	14,701	14,268
84 CADILLAC SEVILLE			
Sdn	12,066	12,188	11,828
85 CHEVY CHEVETTE			
Htchbk 4 Dr	2978	3006	2917
84 CHEVY CHEVETTE			
Htchbk 4 Dr	2294	2315	2247
85 CHEVY CAMARO			
Cpe	6436	6500	6310
84 CHEVY CAMARO			
Cpe	5370	5422	5261
85 CHEVY CAVALIER			
Sdn	4203	4242	4117
84 CHEVY CAVALIER			
Sdn	3388	3420	3318
85 CHEVY CELEBRITY			
Sdn	5228	5281	5130
84 CHEVY CELEBRITY			
Sdn	4062	4104	3984
85 CHEVY CAPRICE			
Sdn	6669	6731	6533
84 CHEVY CAPRICE			
Sdn	5343	5398	5237
85 CHRYSLER LE BARON			
Cpe	5373	5424	5263
Sdn	5407	5461	5300
84 CHRYSLER LE BARON			
Cpe	4274	4317	4189
Sdn	4274	4317	4189
85 CHRYSLER FIFTH AVENUE			
Sdn	8316	8399	8146
84 CHRYSLER FIFTH AVENUE			
Sdn	6983	7055	6844
85 DODGE OMNI			
Htchbk 4 Dr	3328	3362	3261
84 DODGE OMNI			
Htchbk 4 Dr	2631	2657	2581
85 DODGE ARIES			
Sdn	3986	4027	3907
84 DODGE ARIES			
Sdn	2946	2977	2887
85 DODGE DIPLOMAT			
Sln Sdn	4583	4627	4491
84 DODGE DIPLOMAT			
Sln Sdn	3530	3564	3460
85 DODGE LANCER			
Sdn	5371	5425	5263
85 DODGE 600			
Sdn	5007	5055	4907
84 DODGE 600			
Sdn	3765	3802	3688
85 FORD ESCORT			
Htchbk 4 Dr L Series	3486	3522	3418
84 FORD ESCORT			
Htchbk 4 Dr L Series	2744	2774	2693
85 FORD MUSTANG			
LX 4 Cpe	5019	5070	4917
84 FORD MUSTANG			
L 4 Cpe	4064	4104	3982
85 FORD TEMPO			
GL Sdn 2 Dr	4180	4222	4097
GL Sdn 4 Dr	4249	4293	4164
84 FORD TEMPO			
L Sdn 2 Dr	2774	2799	2717
L Sdn 4 Dr	2825	2853	2770
85 FORD LTD			
Sdn	4446	4490	4357
84 FORD LTD			
Sdn	3334	3369	3269
85 FORD CROWN VIC			
Sdn	7658	7731	7504
84 FORD CROWN VIC			
Sdn	6158	6221	6037
85 FORD THUNDERBIRD			
Cpe	6564	6630	6433
84 FORD THUNDERBIRD			
Cpe	5426	5480	5317
85 LINCOLN CONTINENTAL			
Sdn	13,157	13,291	12,896
Town Car Sdn	11,880	12,001	11,643
Mark VII Cpe	12,887	13,012	12,626
84 LINCOLN CONTINENTAL			
Sdn	9968	10,068	9766
Town Car Sdn	8859	8947	8683
Mark VII Cpe	9681	9777	9486
85 MERCURY LYNX			
Htchbk 2 Dr	3313	3346	3244
84 MERCURY LYNX			
Htchbk 2 Dr	2610	2634	2554
85 MERCURY COUGAR			
Cpe LS	7264	7335	7119
84 MERCURY COUGAR			
Cpe LS	5998	6059	5877
85 MERCURY TOPAZ			
GS Sdn 4 Dr	4388	4431	4299
84 MERCURY TOPAZ			
GS Sdn 4 Dr	3376	3410	3307
85 MERCURY MARQUIS			
Sdn	4508	4554	4419
84 MERCURY MARQUIS			
Sdn	3392	3424	3320
85 MERCURY GRAND MARQUIS			
Sdn	8076	8156	7914
84 MERCURY GRAND MARQUIS			
Sdn	6491	6556	6362
85 OLDS FIRENZA			
Sdn	4410	4455	4324
84 OLDS FIRENZA			
Sdn	3740	3778	3663
85 OLDS CIERA			
LS Coupe	5693	5751	5580
LS Sdn	5765	5823	5649
84 OLDS CIERA			
LS Cpe	4756	4805	4662
LS Sdn	4811	4859	4717
85 OLDS CALAIS			
Cpe	6174	6235	6051
85 OLDS CUTLASS SUPREME			
Cpe	6445	6510	6318
Sdn	6284	6346	6157
84 OLDS CUTLASS SUPREME			
Cpe	5338	5392	5231
Sdn	5198	5251	5096
85 OLDS DELTA 98			
Rgcy Sdn	8625	8710	8450
84 OLDS DELTA 98			
Rgcy Sdn	7347	7421	7201
85 PLYMOUTH HORIZON			
Htchbk 4 Dr	3324	3358	3258
84 PLYMOUTH HORIZON			
Htchbk 4 Dr	2650	2676	2600
85 PLYMOUTH RELIANT			
Sdn	3986	4029	3907
84 PLYMOUTH RELIANT			
Sdn	2934	2964	2876
85 PLYMOUTH CARAVELLE			
SE Sdn	4859	4906	4761
85 PLYMOUTH GRAN FURY			
Salon Sdn	4689	4732	4595
84 PLYMOUTH GRAN FURY			
Salon Sdn	3634	3670	3559
85 PONTIAC T-1000			
Sdn	3038	3069	2978
84 PONTIAC T-1000			
Sdn	2446	2471	2398
85 PONTIAC SUNBIRD			
Sdn	4374	4418	4286
84 PONTIAC SUNBIRD			
Sdn	3576	3613	3505
85 PONTIAC 6000			
Sdn	5461	5517	5353
84 PONTIAC 6000			
Sdn	4310	4354	4222
85 PONTIAC GRAND AM			
Cpe	6135	6198	6014
85 PONTIAC FIREBIRD			
Cpe	6512	6575	6382
84 PONTIAC FIREBIRD			
Cpe	5400	5456	5293
85 PONTIAC BONNEVILLE			
Sdn	5758	5816	5642
84 PONTIAC BONNEVILLE			
Sdn	4606	4651	4516
85 PONTIAC GRAND PRIX			
Cpe	6337	6402	6212
84 PONTIAC GRAND PRIX			
Cpe	5249	5304	5145
85 PONTIAC PARISIENNE			
Sdn	6833	6899	6696
84 PONTIAC PARISIENNE			
Sdn	5498	5551	5385
85 NISSAN SENTRA			
Std Sdn 2 Dr	3282	3315	3217
85 NISSAN STANZA			
XE Htchbk 4 Dr	5018	5069	4917
85 NISSAN MAXIMA			
SE Sdn	8678	8765	8504
84 NISSAN SENTRA			
Std Sdn 2 Dr	2584	2609	2532
84 NISSAN STANZA			
XE Htchbk 4 Dr	4041	4084	3961
84 NISSAN MAXIMA			
GL Sdn	6665	6732	6532
85 TOYOTA COROLLA			
Sdn 4 Dr Dlx	4994	5043	4895
85 TOYOTA CAMRY			
Sdn 4 Dr Dlx	6682	6750	6548
85 TOYOTA CRESSIDA			
Sdn	9696	9792	9503
84 TOYOTA COROLLA			
Sdn 4 Dr Dlx	3910	3948	3832
84 TOYOTA CAMRY			
Sdn	5461	5516	5352
84 TOYOTA CRESSIDA			
Sdn	7599	7677	7449
85 VOLKSWAGEN JETTA			
Sdn 4 Dr	5839	5896	5720
84 VOLKSWAGEN JETTA			
Sdn 4 Dr	4367	4410	4279

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Flagstaff, AZ	141.9	113.4
Pasadena, CA	119.9	87.9
New London, CT	115.4	111.9
Cedar Rapids, IA	111.0	94.0
Baton Rouge, LA	133.4	96.4
St. Paul, MN	127.9	102.7
Charlotte, NC	136.4	90.9
Las Vegas, NV	116.9	89.9
Brooklyn, NY	111.9	97.9
Portland, OR	103.6	N/A
Memphis, TN	130.6	96.9
Dallas, TX	134.2	93.7
Milwaukee, WI	120.8	99.0

Survey conducted during the first five working days of October 1987.
Supplied by Runzheimer International, Runzheimer Park, Rochester, WI.

NOTE

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137

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